

SECNAVINST 5720.47
CHINFO
1 July 1999

SECNAV INSTRUCTION 5720.47

From: Secretary of the Navy
To: All Ships and Stations

Subj: DEPARTMENT OF THE NAVY POLICY FOR CONTENT OF PUBLICLY
ACCESSIBLE WORLD WIDE WEB SITES

Ref: (a) DoD Policy Memorandum "Web Site Administration," Dec 7, 98 (NOTAL)
(b) SECNAVINST 5720.44A, "Department of the Navy Public Affairs Policy and
Regulations"
(c) SECNAVINST 5430.97, "Assignment of Public Affairs Responsibilities in the
Department of the Navy"
(d) SECNAVINST 5211 .5D, "Department of the Navy Privacy Act (PA) Program"
(e) SECNAVINST 5720.42F, "Department of the Navy Freedom of Information Act
(FOIA) Program"
(f) OPNAVINST 5510.36, "Department of the Navy (DON) Information Security
Program Regulation"
(g) SECNAVINST 5239.3 "Department of the Navy Information Security
(INFOSEC) Program" (NOTAL)
(h) DoD Directive 5040.5 "Alteration of Official DoD Imagery", Aug 29, 95
(NOTAL)

Encl: (1) DON Web Site Administration Definitions
(2) DON Publicly Accessible Web Site Policy and Procedures

1. Purpose. To implement reference (a) within the Department of the Navy (DON) and provide additional policies and procedures governing the content of Department of the Navy publicly accessible World Wide Web (WWW) sites.

2. Cancellation. ALNAV 084/98, Department of the Navy World Wide Web Policy and ALMAR 3 88/97, Marine Corps World Wide Web Policy.

3. Scope. This instruction is applicable throughout the DON. It applies to all DON activities and all publicly accessible DON Web sites designed, developed, procured, or managed by DON activities and by their contractors.

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4. Background

a. The Department of Defense (DoD) has established policy and assigned responsibilities related to establishing, operating, and maintaining unclassified military sites on the World Wide Web (WWW). The World Wide Web is an extremely powerful public information tool, and its use, within the guidelines here, is encouraged. This instruction assigns responsibilities and prescribes policies implementing reference (a) within the DON, to ensure appropriate use of the WWW to provide public information to a global audience.

b. The development of Web browsers and the ease with which documents may be created has given rise to the proliferation of command sites on the World Wide Web. The World Wide Web is, and was specifically designed to be, open and accessible to a global audience. While this global accessibility makes the Web a powerful public information tool, as well as being a productivity enhancer for all commands and staffs in the conduct of daily business, it also can present a danger to DON personnel, assets and operations if inappropriate information is published on command Web sites. The global reach of the World Wide Web requires special precautions be taken when posting information to this medium. Millions of Web users around the world can easily gain access to Navy public Web sites, rapidly collect information, add it to information already collected from other public sites, and assemble it in a way that is not possible through any other form of media. Recent advances in computer software and Internet-based search engines have given Web users the ability to automatically “mine” data and collect an aggregate of information that can pose a threat to the security of Navy operations and the personal safety of Navy forces and their families. More than ever, the need to provide public information to the Navy’s various audiences must be balanced with the need to protect operational security, privacy of information, and personal safety.

c. As the World Wide Web proves itself to be a cost-effective method of moving information and as DON becomes increasingly dependent on the Internet, any sustained attack on the Internet could have serious ramifications. Computer network attacks often begin by gleaning information about a command from its publicly-accessible Web site and combining it with other publicly-accessible information. Additionally, this information may be used by an adversary to disrupt DON operations or target individuals. By its very nature, the World Wide Web greatly facilitates information collection and aggregation.

d. The appearance, accuracy, currency and relevance of the information presented by Navy and Marine Corps commands on their Web sites reflects on the DON’s professional standards and credibility. Additionally, information residing on a Web server associated with a domain is interpreted by the worldwide public, including the American taxpayer and media, as reflecting official DON policies or positions.

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e. The benefits of using the World Wide Web as a public information tool must be balanced with security and safety concerns. Commanders must strike a balance between openness in government (easy access to DON information) and the need to safeguard information which, if released to the general, global public, could adversely affect the national interest, the conduct of DON operations and programs, or place DON commands, personnel or their families at risk. Potential risks must be judged and weighed against potential benefits prior to posting any DON information to the World Wide Web.

5. Definitions. Terms used in this instruction are defined in reference (a) and further in enclosure (1).

6. Policy. Reference (a) provides primary governing policy for all unclassified World Wide Web sites. Detailed policy on administration of publicly accessible World Wide Web sites, in amplification of reference (a), is provided in enclosure (2).

7. Action

a. The Department of the Navy Chief Information Officer (DONCIO) is responsible for providing Department wide Information Management and Information Technology (IM/IT) leadership and guidance.

b. The Department of the Navy Chief of Information (CHINFO) and U.S. Marine Corps Director of Public Affairs (DIRPA) are responsible for the development and administration of DON and Marine Corps public affairs policies and procedures respectively per references (b) and (c). Additionally, CHINFO and DIRPA each will:

(1) Maintain master WWW pages to issue new service-specific guidance in response to security/technological or other factors associated with the rapid pace of change in IM/IT. CHINFO will maintain a master WWW page to issue DON guidance and DIRPA will link to that page. All significant changes to this Web page and/or its location will be issued via Naval (ALNAV) message.

(2) Establish and maintain central Web site registration systems for all U.S. Navy or Marine Corps commands as appropriate in accordance with reference (a).

(3) Administer and maintain the official U.S. Navy Web site at www.navy.mil or the official U.S. Marine Corps Web site at www.usmc.mil for the posting of appropriate U.S. Navy- or Marine Corps-level information and images.

(4) Maintain overall cognizance for U.S. Navy Web site or U.S. Marine Corps Web site content-related questions as they pertain to the appropriateness of publicly accessible

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material. This responsibility includes cognizance regarding Privacy Act (PA), Freedom of Information Act (FOIA) and public affairs material but will not include issues related to the security of operations or classified information.

(a) For Navy PA/FOIA issues, CHINFO will coordinate, as appropriate, with Office of the Judge Advocate General (OJAG) (Code 13) and/or the Chief of Naval Operations (CNO)(N09B3 0). CNO (N6) is responsible for issues related to security of operations and classified information.

(b) For Marine Corps PA/FOIA issues, DIRPA will coordinate, as appropriate with the Staff Judge Advocate (SJA) to CMC (JAR) and/or Headquarters, Admin Resources Branch (ARAD). The Assistant Chief of Staff Control, Communications, Computer and Intelligence (ACS C4I) is responsible for issues related to security of operations and classified information.

(5) Conduct annual assessments of U.S. Navy or U.S. Marine Corps Web sites to ensure the appropriateness of publicly accessible material and compliance with this instruction.

(6) Establish a mechanism for receiving and reviewing all requests for waivers to provisions of this policy. Waivers will be considered based on provisions of reference (a).

c. CNO, Director of Space, Information Warfare, Command and Control (N6) and United States Marine Corps, Assistant Chief of Staff for Command, Control, Communications, Computers, and Intelligence (ACS C4I) are responsible for establishing procedures to ensure operational integrity and security of the computers and networks supporting DON Web sites. Additionally, CNO (N6) and ACS C4I each will:

(1) Conduct assessments of U.S. Navy or U.S. Marine Corps Web sites at least annually as required by Assistant Secretary of Defense (Command, Control, Communications and Intelligence) (C3I) to ensure compliance with information assurance and security policy requirements.

(2) Notify the affected Major Claimant to ensure the site is either removed from the World Wide Web or brought into compliance when a Web site is not compliant with information assurance and/or security policy requirements.

(3) Maintain overall cognizance for U.S. Navy or U.S. Marine Corps Web sites content-related questions as they pertain to the security of operations or classified information.

(4) Establish a mechanism for receiving and reviewing all requests for U.S. Navy or U.S. Marine Corps waivers to provisions of this policy relating to security of operations or classified information. Waivers will be considered based on provisions of reference (a).

d. DON commands and activities which maintain publicly accessible Web sites will implement and administer a comprehensive Web site program under this instruction. Each addressee who maintains a publicly accessible World Wide Web site as defined in this instruction and reference (a) shall:

(1) Ensure all information currently residing on the command/activity Web site is reviewed by the command/activity public affairs representative and is appropriate for viewing by a worldwide audience, friend and foe alike. Information not suitable for a publicly accessible Web site must either be removed or placed on a restricted-access site.

(2) Develop local procedures for the approval of information posted on command/activity publicly accessible Web sites. At a minimum, this process shall include review by the command's public affairs officer in conjunction with command information assurance personnel, or those at the next appropriate level in the chain of command, to ensure posted information meets requirements set forth in references (a) through (h) and this instruction.

(3) Submit waiver requests via the chain of command to CHINFO/DIRPA or CNO (N6)/ACS C4I, as appropriate.

(4) Designate in writing a primary Web site manager, known as the webmaster. Information on how to contact the webmaster will be included in the command's "home page" source code. At a minimum, the webmaster shall:

(a) Serve as principal point of contact on all technical matters pertaining to administration of the publicly accessible Web site.

(b) Oversee the command's Web site and ensure compliance with current directives. Oversight includes monitoring the site as often as possible to ensure no unauthorized changes have occurred.

(c) Register the site with the Government Information Locator Service (GILS). GILS identifies public information resources throughout the U.S. Federal government. Registration is accomplished through the appropriate GILS Web site. Under "organizational information," the "Major Component" field will be "United States Navy" or "United States Marine Corps" as appropriate.

(d) Provide training for activity/command personnel on the provisions of reference (a) and this instruction.

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DON WEB SITE ADMINISTRATION

DEFINITIONS

1. World Wide Web - A part of the Internet displaying text and pictures through the use of computer software called a browser. The World Wide Web originated at the European Laboratory for Particle Physics (CERN) in Geneva, Switzerland.
2. Internet - A network of networks - a world-wide public network that links many smaller networks. No one owns the Internet. It is funded and managed locally within different countries. Having access to the Internet means being able to send and receive e-mail, partake in interactive conferences, access information resources and network news, and transfer files.
3. Web Site - A Web site can be thought of as being similar to a "Welcome Aboard" brochure. It describes the organization and its services, and may be a single page or a collection of related, and linked, pages. Information represented on Department of the Navy pages is considered to be official.
4. Webmaster - The person who maintains a Web page, Web site, and/or the server upon which the Web site resides.
5. Domain - A part of the Domain Name System. The domain to the farthest right is called the top-level domain. The top level domain in "www.navy.mil" is ".mil" which stands for military. The domain name for the U.S. Navy is "navy.mil" and the domain name for the U.S. Marine Corps is "usmc.mil". Other top-level domains include ".edu", ".gov", and ".com".
6. .HTM, .HTML - The extension for Web documents written in Hypertext Markup Language (HTML) which is the format (code) in which Web pages are written. The extension "signals" the browser (reading software) what type of file to decode and display.
7. Web Page - An HTML document which is usually served by a Web server. Although a Web page usually contains links to other pages, only the information currently being accessed (i.e., viewed) by a Web browser is a part of the current logical page. The logical page is the building block of a WWW document and is composed of text and possibly graphics and multimedia. The term logical is used because unlike a physical piece of paper, a Web page can be as long as needed (from less than one physical page to many physical pages in length). When scrolling down a Web page with a browser, the end of the current page is reached when the scroll bar reaches the bottom.
8. Home Page - The usual or primary starting (entry) point of a World Wide Web (WWW) site.

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It is similar to the title page and table of contents of a hard copy document. A home page usually contains links to subsequent (logical) pages in the site. While the home page is the most common access point to a site, it is not the only access point. Any WWW document can be accessed directly from a link or by using its URL (Uniform Resource Locator) address.

9. Source Code - The HTML coding which tags and formats the information to make it viewable by the browser. The source code is not normally viewed by the browser.

10. URL - Uniform Resource Locator. An Internet "address" of a resource. URLs can refer to Web pages, file transfer protocol (FTP) sites or files, Gopher resources, or NNTP (Usenet) Newsgroups. The URLs for pages on the World Wide Web normally begin "http://".

11. HTTP - HyperText Transfer Protocol is the method by which WWW HTML pages are transferred (served) from the Internet to the local computer's Web browser and then displayed.

12. Link - A connection from one Web document or file to another, not necessarily within the same Web site. The link typically appears as a word, or phrase, with blue, underlined letters (hypertext). As the cursor touches the link, the cursor takes the form of a hand. Clicking the mouse button causes the Web browser to connect to the document pointed to by the link.

13. Web Browser - Software that acts as a client, allowing a person to retrieve information from various sources, particularly Web servers.

14. Web Server - A software/hardware combination, connected to the Internet, which serves as the "container" for Web sites and is accessed by Web browser software.

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DON WEB SITE ADMINISTRATION

PUBLICLY ACCESSIBLE WEB SITE POLICY AND PROCEDURES

1. Authority. The establishment of a command Web site on the publicly accessible World Wide Web remains a command prerogative, consistent with other leadership responsibilities for public communication.

a. All DON Web sites must have a clearly articulated purpose, approved by the commander, which supports the command's/activity's mission.

b. Web sites published by Navy/Marine Corps commands but hosted on commercial servers (servers other than "usmc.mil" and "navy.mil") are considered official sites and remain subject to this instruction and reference (a).

c. Publicly accessible Web sites are limited to the command level, i.e. - to that organization with one or more Unit Identification Codes. No separate Web sites will be established for any entity below the command (or command equivalent) level. As example, but not all inclusive, there shall be no departmental or divisional Web sites external to the command's Web site. These departmental/divisional/office pages will reside within the command's Web site.

2. Administration

a. All DON Web sites must be protected from modification on systems exposed to public networks in accordance with references (f) and (g).

b. All command/activity home pages must contain, at a minimum, the following:

(1) Full organizational name.

(2) A statement that the site is an official U.S. Navy or U.S. Marine Corps Web site.

(3) A prominently displayed hypertext link to a tailored Privacy and Security Notice. A statement encouraging visitors to review the security notice is preferred. Overt warning signs or other graphics such as the "skull and crossbones" or "cloak and dagger," or wording indicating danger or warning are specifically forbidden. The tailored Security Notice should be based on the following:

Enclosure (2)

Notice: This is a U.S. Government Web Site

This is a World Wide Web site for official information about [the name of command/activity]. It is provided as a public service by [command/activity name and servicing command if applicable]. The purpose is to provide information and news about the [name of command/activity] to the general public. All information on this site is public domain and may be distributed or copied unless otherwise specified. Use of appropriate byline/photo/image credits is requested.

Unauthorized attempts to upload information or change information on this Web site are strictly prohibited and may be punishable under the Computer Fraud and Abuse Act of 1986 and the National Information Infrastructure Protection Act.

For site security purposes and to ensure that this service remains available to all users, this government computer system employs software programs to monitor network traffic to identify unauthorized attempts to upload or change information, or otherwise cause damage.

Except for authorized law enforcement investigation and to maintain required correspondence files, no other attempts are made to identify individual users or their usage habits. Raw data logs are used to simply determine how many users are accessing the site, which pages are the most popular, and, from time to time, from which top level domain users are coming. This data is scheduled for regular destruction in accordance with National Archives and Records Administration guidelines.

c. Command Web sites shall contain links to the following sites:

(1) The Navy's official Web site at <http://www.navy.mil> and/or the Marine Corps' official Web site at <http://www.usmc.mil>.

(2) The parent command, or Immediate Superior In Command (ISIC), home page where applicable.

(3) The Navy and/or Marine Corps recruiting sites at <http://www.navyjobs.com> and <http://www.marines.com>.

3. Content

a. All information and photos posted on publicly accessible DON Web Sites must be carefully reviewed to ensure they meet the standards and requirements as published herein.

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b. Photos may not be altered in any way. Standard photographic practices of cropping, sizing, dodging, or burning are not considered alteration. Reference (h) applies.

c. In addition to requirements of reference (a), all DON Web Sites shall:

(1) be presented in a manner reflecting the professionalism of the DON;

(2) comply with the Privacy and Freedom of Information Acts, references (d) and (e).

(3) contain only “approved for release” general information suitable for viewing by anyone any place in the world, friend and foe alike.

(4) contain only those images which support the overall mission of the Web site. Images with captioning will only have caption information suitable for viewing by worldwide audience, both internal and external. Captions will comply with DoD/DON policy that names and duty addresses of personnel assigned to units that are sensitive, routinely deployable, or stationed in foreign territories will not be released.

(5) be current, accurate and factual, and reflect only information for which the publishing command has release authority.

d. Specific Web site restrictions include:

(1) Web sites must not include classified material, “For Official Use Only” information, proprietary information, or information that could enable the recipient to infer this type of information. This includes lessons learned or maps with specific locations of sensitive units, ship battle orders, threat condition profiles, etc.). When it is necessary to gain release authority from a senior in the chain of command, subordinate commands will submit material for clearance only after it has been reviewed and necessary amendments made to the fullest capability of the command.

(2) Web sites will not identify family members of DON personnel in any way, nor will family member information be included in any biographies or photos posted to the Web.

(3) Web sites must not include information for specialized, internal audiences. Family Grams, internal news service products and other information may be posted if it is general and suitable for an external audience.

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(4) Web sites must not contain any written information or display any logo indicating the Web site is best viewed with any specific Web browser(s); or, that the Web site has been selected as a recommended or featured site by any organization, or, point to any particular search engines or recommend any commercial software. Web sites developed and/or maintained by contractors may not include the contractor's name nor may they link to the contractor's Web site.

(5) Web sites must not contain any material that is copyrighted or under trademark without the specific, written permission of the copyright or trademark holder. Further, the material must relate directly to the command's primary mission. Works prepared by DON personnel as part of their official duties and posted to the command Web site may not be copyrighted, nor may the Web site itself be copyrighted.

(6) Web sites must comply with Department of Defense Freedom of Information Act and Privacy Act requirements regarding the release of names and duty station addresses (both postal and e-mail). Specifically, the names and duty station addresses of individuals who are routinely deployable, overseas, or in a sensitive unit may not be disclosed, except as delineated below. Paragraph 1 4f of reference (e) refers.

(a) Web sites for units that are sensitive, routinely deployable, or stationed in foreign territories shall not display personnel lists, "roster boards," organizational charts, or command staff directories which show individuals' names, individuals' phone numbers or e-mail addresses which contain the individual's name. The exceptions to this policy are flag officers and public affairs officials.

(b) For continental United States-based, non-deployable Echelon 1 and 2 commands, command directories including names and e-mail addresses may be posted on publicly accessible Web sites if deemed by the commander as necessary for the conduct of the command's mission.

(c) For those commands not included in paragraph (b) above, general telephone numbers for commonly requested resources, services, and contacts, without names, are acceptable.

(7) Web sites will not link to non-government sites except as permitted by reference (a). The following external links are specifically authorized:

(a) The U.S. Navy and U.S. Marine Corps official Web sites (<http://www.navy.mil> and <http://www.usmc.mil>) may link to Federally chartered, military-related organizations. Commands desiring to link to such Web sites may do so by linking to the U.S. Navy or U.S. Marine Corps official Web sites.

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(b) As part of the command's family support function, Web sites of bases, air stations, or equivalent commands may link to local Chambers of Commerce (or overseas equivalents) and local government agencies. Tenant commands should link to the base Web site to provide access to these external links.

(c) Echelon 2 acquisition commands may link to Web sites of partners in industry if that Web site pertains solely to a command program. Links may not be made to the partner's corporate Web site.

(8) No materials or services may be advertised for sale or sold via a command Web site. This includes command memorabilia, ball caps, etc.

(9) Information from other military Web sites will not be duplicated but may be referenced or otherwise linked.

4. Exceptions

a. Educational mission. In instances where the mission of the command includes an educational mission, and where unclassified dissertations or professional papers may be published to the Web for the purpose of peer review, the following disclaimer for exchange of professional information and ideas among scientists, physicians, or educators, must be displayed:

“Material contained herein is made available for the purpose of peer review and discussion and does not necessarily reflect the views of the Department of the Navy or the Department of Defense.”

b. Recruiting mission. Navy and Marine Corps Recruiting Web sites reside on “.com” domains. These sites may establish procedures for posting and collecting information which differ from all other DON commands/activities, to include advertising their sites on commercial employment opportunity sites. Exceptions to reference (a) must be coordinated through the chain of command as delineated here and in accordance with reference (a).

5. Interactivity. DON commands/activities may maintain interactive Web sites to the extent that they allow visitors the ability to query the command via electronic mail (e-mail). Commands/activities are cautioned that establishing and maintaining this interactivity can be extremely labor-intensive.

a. Public queries for information should be linked/directed to the site webmaster or public affairs office. Queries should be handled consistent with other written requests for information. Responses shall discuss only those issues within the command's cognizance and shall not violate the release of information provisions of references (d) through (g).

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b. Commands may link to the U.S. Navy's "Frequently Asked Questions" page on the official U.S. Navy Web site at <http://www.navy.mil>. Questions concerning the U.S. Navy or the U.S. Marine Corps as a whole shall also be directed to <http://www.navy.mil> or <http://www.usmc.mil> as appropriate.

c. Commands should consider the technical capabilities and needs of their respective audiences when developing the command's Web site. The Information Technology Standards Guide (ITSG) available at <http://www.doncio.navy.mil> provides guidance for developing a user-friendly Web site.

d. Command Web sites shall not collect personal data (name, address, phone number, etc.) about a visitor without the visitor's expressed permission, nor shall any surveys be conducted on a DON Web site. Any Web site collecting personal information must comply with the provisions of reference (d). Network identification and Internet protocol addresses are not considered personal data.